WO 2004/093461 PCT/IB2004/050427

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CLAIMS:

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1. A video transcoder (201) comprising

means (203) for receiving a first video signal encoded in accordance with a first video encoding format;

means (207) for decoding the first video signal in accordance with the first video encoding format to generate a decoded signal;

means (209) for extracting first motion estimation data from the first video signal, the first motion estimation data being in accordance with the first video encoding format;

means (211) for generating second motion estimation data from the first motion estimation data; the second motion estimation data being in accordance with a second video encoding format having a different set of motion estimation options than the first video encoding format; and

means (213) for encoding the decoded signal in accordance with the second video encoding format using the second motion estimation data to generate a transcoded video signal.

- 2. A video encoder (201) as claimed in claim 1, wherein the first video encoding format is a first video encoding standard and wherein the second video encoding format is a second video encoding standard.
- 3. A video transcoder (201) as claimed in claim 1 wherein the second video encoding format comprises a different set of possible prediction block sizes than the first video encoding format.
- 4. A video transcoder (201) as claimed in claim 1 wherein the second video encoding format comprises a different set of possible reference pictures than the first video encoding format.

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- 5. A video transcoder (201) as claimed in claim 1 wherein the second video encoding format allows for a different number of prediction blocks to be used for an encoding block than the first video encoding format.
- 6. A video transcoder (201) as claimed in claim 1 wherein the means (211) for generating comprises means for projecting a first motion estimation block position of a first reference picture to a second motion estimation block position in a second reference picture.
- 7. A video transcoder (201) as claimed in claim 6 wherein the first reference
 10 picture has a different relative position to a picture for encoding than the second reference picture.
 - 8. A video transcoder (201) as claimed in claim 6 wherein the first reference picture is not neighbouring the picture for encoding and the second reference picture is neighbouring the picture for encoding.
 - 9. A video transcoder (201) as claimed in claim 6 wherein the means for projecting is operable to perform the projection by scaling of at least one motion vector of the first motion estimation data to generate least one motion vector of the second motion estimation data.
 - 10. A video transcoder (201) as claimed in claim 6 wherein the means (211) for generating further comprises means for aligning the second motion estimation block position with a block position framework of the second video encoding format.
 - 11. A video transcoder (201) as claimed in claim 1 wherein the first video compensation data comprises at least a first prediction block smaller than a minimum prediction block size of the second video encoding format and the means (211) for generating is operable to select a prediction block of the second motion estimation data such that it comprises the first prediction block.
 - 12. A video transcoder (201) as claimed in claim 1 wherein the means (211) for generating is operable to select a prediction block of the second motion estimation data by

grouping a plurality of prediction blocks of the first motion estimation data together in a group and to determine a single motion vector for the group.

- 13. A video transcoder (201) as claimed in claim 1 wherein the means (211) for generating is operable to select a prediction block of the second motion estimation data by selecting a subset of a plurality of prediction blocks of the first motion estimation data in response to prediction block sizes of the plurality of prediction blocks.
- 14. A video transcoder (201) as claimed in claim 1 wherein the means (213) for encoding is operable to generate the transcoded signal with a different picture size than a picture size of the decoded signal.
 - 15. A video transcoder (201) as claimed in claim 1 wherein the means (213) for encoding is operable to generate the transcoded signal with a different picture frequency than a picture frequency of the decoded signal.
 - 16. A method of transcoding comprising receiving (301) a first video signal encoded in accordance with a first video encoding format;
 - decoding (303) the first video signal in accordance with the first video encoding format to generate a decoded signal;

extracting (305) first motion estimation data from the first video signal, the first motion estimation data being in accordance with the first video encoding format;

generating (307) second motion estimation data from the first motion estimation data; the second motion estimation data being in accordance with a second video encoding format having a different set of motion estimation options than the first video encoding format; and

encoding (317) the decoded signal in accordance with the second video encoding forma using the second motion estimation data to generate a transcoded video signal.

- 17. A computer program enabling the carrying out of a method according to claim
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WO 2004/093461 PCT/IB2004/050427

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18. A record carrier comprising a computer program as claimed in claim 17.